



Dear American Manufacturing Executive:

November 2006

Are you ready to do business with one of our most important trading partners, one that shares a 2,000-mile border with the United States? If so, on behalf of the U.S. Commercial Service in Mexico, I invite you to exhibit as part of the **USA Pavilion** at the 13th Annual **EXPO MANUFACTURA™** March 13-15, 2007 in Monterrey.

EXPO MANUFACTURA™ is Mexico's most important industrial trade show, and Monterrey is consistently named year after year by leading business publications in the United States and throughout Latin America as one of the best cities in Latin America in which to do business.

Monterrey, the "Industrial Heart of Mexico", is home to more than 13,000 manufacturers and benefits from strong private sector initiative, active promotion of international investment, a modern infrastructure, and a hardworking, well-educated work force. Large Mexican companies headquartered in Monterrey control over 50% of the country's industrial assets. The seven-state territory around Monterrey imports \$20 billion in goods and services each year, 74% of which come from the U.S.

Show organizer E.J. Krause & Associates is offering first-time exhibitors a 10% discount on the regular price of a 9m² (10'x10') booth (\$3,500 plus tax) if they exhibit in the USA Pavilion. Also, the U.S. Commercial Service will be offering all U.S. companies the Gold Key matchmaking service, setting prearranged meetings with key decision-makers and potential business partners during the mornings before show hours. The Gold Key service costs \$735 for up to five meetings.

Exhibiting as part of the USA Pavilion at EXPO MANUFACTURA™ coupled with the Gold Key Service is a proven way to access this lucrative and growing market. Several Pavilion exhibitors who used the Gold Key service during the 2006 show have completed agreements with Mexican contacts made during the show and are currently selling in Mexico – some of them reported results right from the show floor.

About two weeks prior to EXPO MANUFACTURA™, our U.S. Commercial Service staff will provide USA Pavilion exhibitors with a web-based briefing on doing business in Mexico. At the show, we will host a Business Information Office to encourage networking and answer further questions.

For more information on the USA Pavilion at EXPO MANUFACTURA™, contact Shane Poblete, Group Director of E.J. Krause & Associates at poblete@ejkrause.com. Or contact U.S. Commercial Service Monterrey's Senior Commercial Specialist Ernesto de Keratry at ernesto.dekeratry@mail.doc.gov.

Your goal and ours is to grow your business through increased exports. I look forward to seeing you in Mexico and to working with you to make your visit a success.

Sincerely,

Karen Zens
Minister Counselor for Commercial Affairs
U.S. Embassy Mexico